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## Press Release

### Eidelman Virant Receives “Bull & Bear Masters” Recognition by *PSN Informa*

**Clayton, MO, June 30, 2010:** Eidelman Virant Capital’s Value Composite placed 10<sup>th</sup> in PSN’s “Bull & Bear Masters” All Cap Value Universe for their 3-year performance ending June 30, 2010. This ranking reflects outperformance in both the up and down moves of the Russell 3000 index.

“Protecting clients’ money in down markets is key to attaining great long-term results,” says Tom Eidelman, Vice President of Eidelman Virant Capital.

“Our success over this period stemmed from buying stocks where we saw the most value. In late 2007, many of the popular investment themes like commodities, emerging markets, and even small-cap stocks looked expensive to us, while global blue-chip stocks like Walmart and McDonalds appeared cheap.

When the credit crisis hit, our large cap quality stocks held up well, while over-the-counter stocks and high yield bonds got crushed. When fear was running rampant, we opportunistically bought into well-collateralized Sallie Mae and GMAC senior bonds in addition to some Benjamin Graham-type stocks that were trading below their worst-case liquidation values. Such investments really helped us outperform when the market rebounded.”

“Receiving this recognition is a reflection of what Eidelman Virant Capital is all about,” says Rob Bertman, VP of Sales & Operations. “Inexpensive stocks tend to hold their value better in down markets and recover faster on the way up. Objectivity and in-depth research are so critical when times are tough, and our management team’s experience and perspective really benefited our clients.”

Eidelman Virant Capital is an investment manager based in Clayton, Missouri who focuses on outperforming the S&P 500 and Russell 2000 with less risk using their unique, value-oriented investment philosophy. Visit [www.eidelmanvirant.com](http://www.eidelmanvirant.com) to learn more.

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